



BOLT[™]

GREENRIDE

RIDERSHIP REPORT:
END OF YEAR - 2021

Ridership Data

MAY 2021 - DECEMBER 2021

FLEET OVERVIEW

Average number of deployed bikes: **99**

Total number of rides: **8,851**

RIDERSHIP TRENDS

Average trips per rider: **2.34**

Most popular days of the week for ridership: **Thursday, Saturday, Friday**

Peak ridership times: **2pm, 3pm, 1pm**

RIDER DATA

Total number of unique riders: **3,783**

MEMBER TYPE

Annual Subscribers: **14 users, 216 trips**

Campus Subscribers: **128 users, 2,641 trips**

CATMA Subscribers: **1 user, 23 trips**

Bolt Forward: **6 users, 80 trips**

Pay As You Go: **3,743 users, 5,991 trips**

CUSTOMER SUPPORT

Average response time of customer service team (via email, live chat, and telephone): **41 seconds**

Website and telephone uptime: **99.99%**

TRIP DATA

Average trip length: **2.9 miles**

Average trip duration: **33.79 min**

Total miles ridden: **25,274.2 miles**

Total minutes ridden: **299,045 min**

HUBS

Top hub locations: **Penny Lane, Ben & Jerry's, UVM Library**

Number of rides that ended in a hub: **5,093**

Number of rides that ended outside of a hub: **3,856**

SUSTAINABILITY

Carbon emissions saved: **22,222lbs**

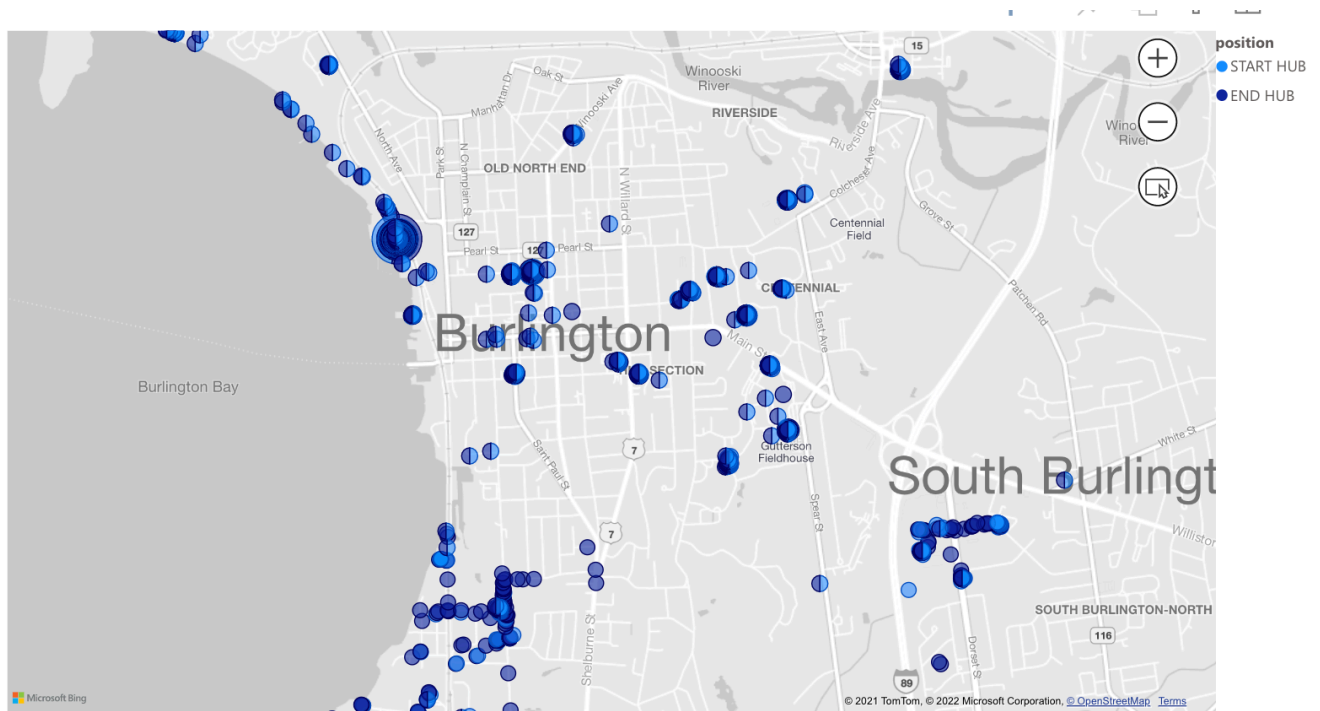
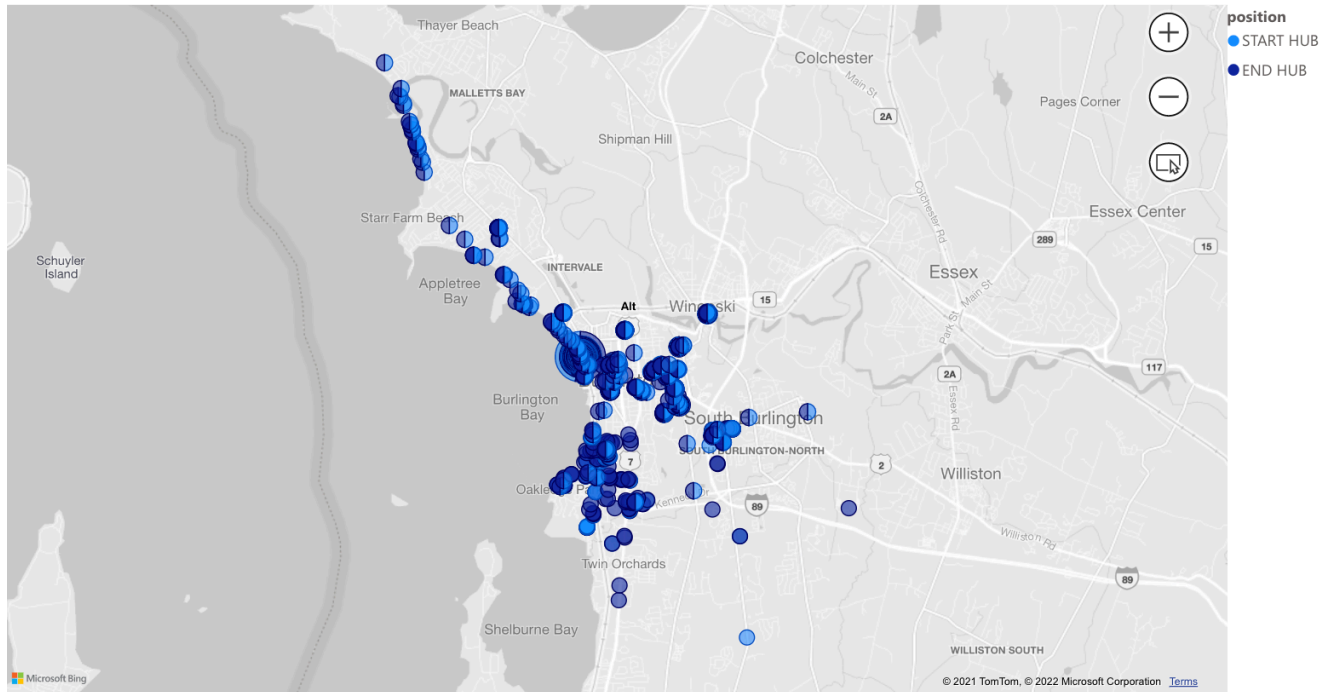
*Filtered to only account for trips longer than .25 miles and less than 15 miles and trips greater than 2 minutes, but less than 200 min.

Hub Activity

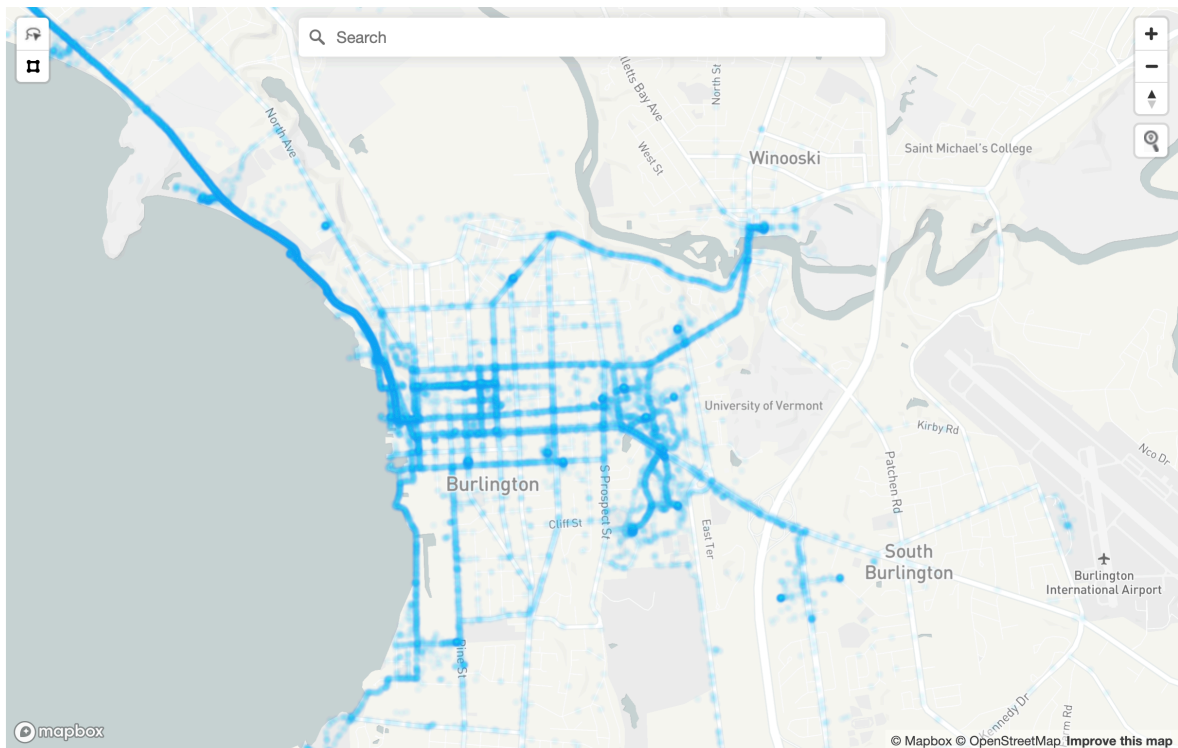
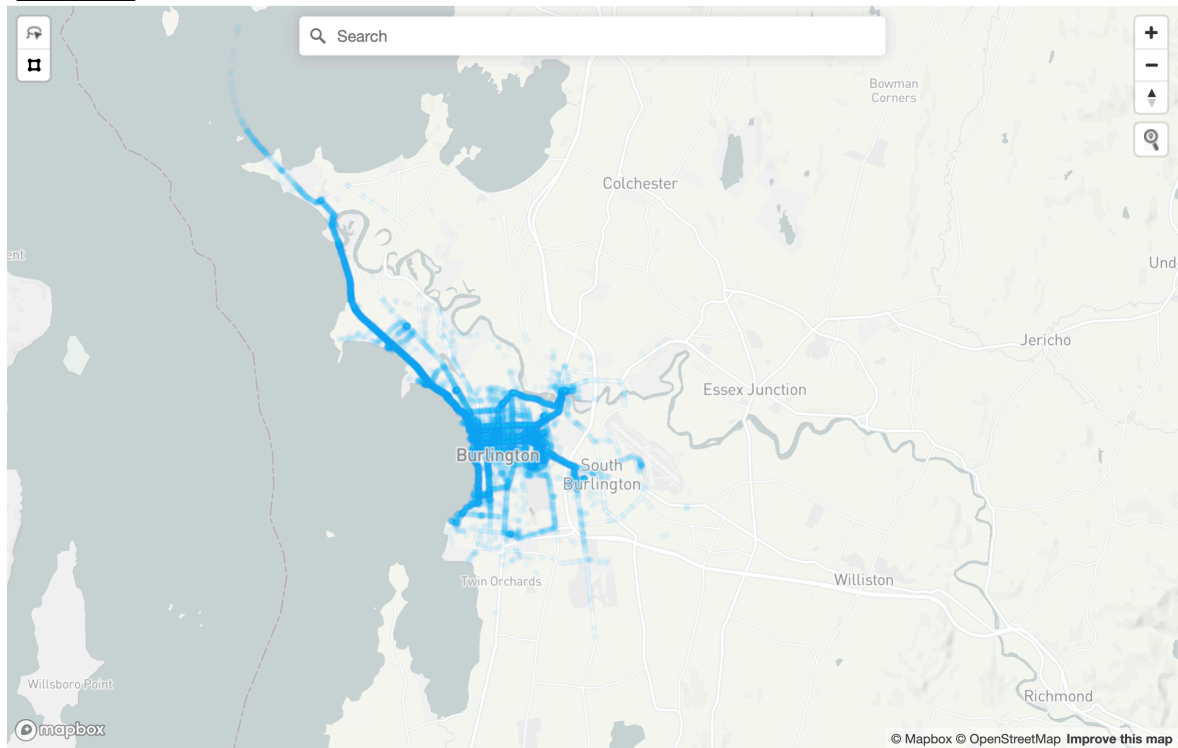
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hub	START HUB	END HUB	Total
	1659	3856	5515
burlington_PennyLane	2217	1674	3891
burlington_BenandJerry&amp;#39;s	578	519	1097
burlington_UVMLibrary	497	251	748
burlington_WinooskiFallsWay	314	355	669
burlington_downtowntransitcenter	394	246	640
burlingtonLiving/LearningCenterUVM	378	198	576
burlington_BenandJerry and #39;s	333	216	549
burlington_UVMGuttersonGarage	304	177	481
burlington_UVMbillings	282	191	473
burlington_ChamplainCCM	280	170	450
burlington_BurlingtonDPW	239	183	422
burlington_UVMWaterman	254	130	384
burlington_UVMTrinityCampus	231	146	377
burlington_237N.WinooskiAve	198	153	351
burlington_champlaincollegefinneyquad	191	140	331
burlington_CambrianRise	114	58	172
burlington_ThayerCommons	97	71	168
burlington_UniversityMall	81	59	140
burlington_412farrell	69	50	119
burlington_UVMMedicalCenterMainCampus	80	38	118
burlington_SouthBurlingtonCityHall	48	17	65
burlington_HealthyLivingMarket	35	19	54
burlington_BurlingtonInternationalAirport	25	16	41
burlington_CommunityCollegeofVermont	19	7	26
burlington_BenandJerry and 39	19	4	23
burlington_92NorthAve	12	3	15
burlington_Cambrianway	3	3	6
burlington_City Hall		1	1
Total	8951	8951	17902

Heat Maps



Ride Paths



Trip Data By Subscription

MAY 2021 - DECEMBER 2021

AVERAGE TRIP DURATION

Campus Plan: **40 min**

CATMA Plan: **31.82 min**

Bolt Fwd: **27.72 min**

Annual Plan: **31.67 min**

Pay As You Go: **54.22 min**

AVERAGE TRIP DISTANCE

Campus Plan: **1.1 miles**

CATMA Plan: **1.26 miles**

Bolt Fwd: **1.78 miles**

Annual Plan: **2.25 miles**

Pay As You Go: **3.68 miles**

TOTAL TRIP DURATION

Campus Plan: **105,650 min**

CATMA Plan: **732 min**

Bolt Fwd: **2,218 min**

Annual Plan: **6,841 min**

Pay As You Go: **324,889 min**

TOTAL TRIP DISTANCE

Campus Plan: **2,908 miles**

CATMA Plan: **29.15 miles**

Bolt Fwd: **143.11 miles**

Annual Plan: **486.87 miles**

Pay As You Go: **22,088 miles**

BUSIEST TIME OF DAY (# OF RIDES)

Campus Plan: **4pm, 1pm, 2pm**

CATMA Plan: **6am, 4pm, 11am**

Bolt Fwd: **5pm, 3pm, 5am**

Annual Plan: **6am, 4pm, 3pm**

BUSIEST DAY OF THE WEEK (# OF RIDES)

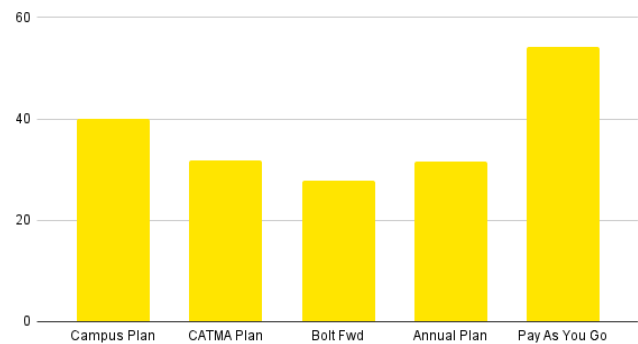
Campus Plan: **Thursday, Wednesday, Tuesday**

CATMA Plan: **Wednesday, Thursday, Friday**

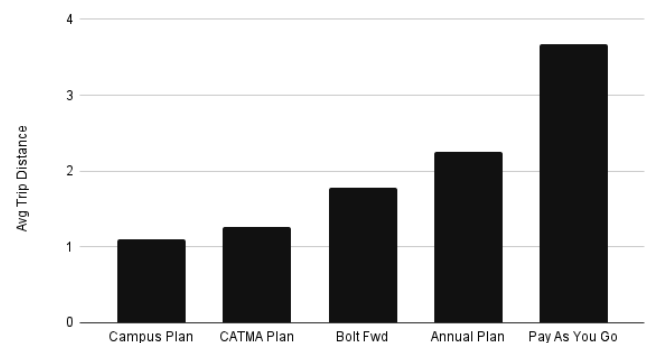
Bolt Fwd: **Tuesday, Friday, Saturday**

Annual Plan: **Wednesday, Saturday, Thursday**

Average Trip Duration



Avg Trip Distance



Top Hubs By Subscription

MAY 2021 - DECEMBER 2021

CAMPUS PLAN

- UVM Library
- Champlain CCM
- UVM Gutterson Garage
- UVM Living Learning

BOLT FWD

- Cambrian Rise
- Downtown Transit Center
- Penny Lane

ANNUAL PLAN

- Ben & Jerry's
- S. Burlington City Hall
- Downtown Transit
- Living Learning Center

CATMA PLAN

- UVM Billings
- UVM Waterman
- Winooski Falls Way
- UVM Library

PAY AS YOU GO

- Penny Lane
- Ben & Jerry's
- Downtown Transit
- UVM Library

Takeaways from 2021

GENERAL FINDINGS

- Subscription purchases increased dramatically once students returned to campus
- Students using the Campus Plan account for the majority of the subscription holders for the Greenride system
- Penny lane remains the busiest hub, with roundtrip rides averaging 60 minutes
- Out of Hub lockups may not always be reporting 100% accurately. We are continuing to try and improve the geofencing around each hub location to improve the accuracy.

WINTER OPERATIONS

- Fleet operates at around a 50% capacity
- Airport hub moves into parking garage for the winter
- Cherry St. Hub location is reduced during winter months
- See attached document for specific Winter Operational Practices

PENNY LANE

- Pay as you go riders took roundtrip rides averaging 60 minutes
- The average distance of round trip rides was 5.68 miles, significantly longer than rides originating from other hubs, on average.
- Weekends were the busiest time for the round trip Penny Lane rides

BOLT FORWARD

- Six users accounted for 80 trips in 2021
- Cambrian Rise, Downtown transit center were most utilized hubs
- 5pm, 3pm and 5am were the busiest travel times for Bolt Forward users

Priorities for 2022

FLEET INCREASE

- Getting the fleet to the full 200 is a top priority
- Parts and batteries have been delayed by the supply chain issues seen across the country and are impacting the timeline to get the fleet to full capacity

HUB EXPANSION

- We will begin testing out virtual hubs in local neighborhoods
 - Old North End is our first recommendation for expansion
- South Burlington and Winooski locations are part of the expansion plans for 2022
- Hubs still awaiting various approvals:
 - City Market South
 - Landry Park, Winooski
 - Switchback Brewing

ESCALATED PRICING

- Bolt's Tech Team is building this into their Q2 pipeline to complete. Discussions will be held with partners to determine specifics.